Advertiſement.

WHEREAS ſeveral Gentlemen in this, and the Neighbouring Provinces, have given Encouragement to the Printer hereof, to publiſh a Paper of Intelligence; and whereas, the late *Mercury* has been ſo wretchedly perform'd, that it has been not only a Reproach to the Province, but ſuch a Scandal to the very Name of Printing, that it may, for its unparallel'd Blunders and Incorrectneſs, be truly ſtiled *Nonſence in Folio*, inſtead of a Serviceable News-Paper.

This is therefore to give Notice, that there is deſign'd to be publiſhed the Latter End of *November* next, a moſt uſeful Paper of Intelligence, Entitled, *The Pennſylvania Gazette, or the Univerſal Inſtructor*, containing the beſt and moſt authentick Accounts of the moſt remarkable Tranſactions in *Europe*; to be continued Weekly, in a fair Letter and well corrected.

As the Propoſer hereof has dwelt formerly at the Fountain of Intelligence in *Europe*, he has taken effectual Methods to be furniſh'd with the moſt uſeful, material, pleaſant and remarkable Occurrences that ſhall happen; to pleaſe all, and offend none, and that at the reaſonable Expence of 10*s. per Annum*, Proclamation-Money, allowing every Subſcriber to put in an Advertiſement *Gratis*, any one Time in the firſt Half Year.

As this News Paper in a few Weeks Time after its firſt Publication, will exceed all others that ever were in *America*, and being always a whole Sheet, it will contain at Times, the Theory of all Arts, both Liberal and Mechanical, and the ſeveral Sciences both humane and divine; with the Figures, Kinds, Properties, Productions, Preparations of Things natural and artificial; alſo the Riſe, Progreſs and State of Things Eccleſiaſtical, Civil, Military and Commercial, with the ſeveral Syſtems, Sects, Opinions among Philoſophers, Divines, Mathematicians, Antiquaries, *&c.* after an Alphabetical Order, the whole being the moſt compleat Body of Hiſtory and Philoſophy ever yet publiſh'd ſince the Creation, containing among many Thouſand other Things, ſuch as the following;

Agriculture, or the Tillage and Improvement of Soil, Clay, Sand, Earth, *&c.*

Algebra, or the Doctrine of Æquations, Simple, Quadratick, Cubic, *&c.*

Analyticks, or the Reſolutions of Problems, by Species, or Symbolical Expreſſions.

Anatomy, or a Deſcription of animal Bodies and their Parts.

Architecture, including the Conſtruction of Building.

Aſtronomy, or the Doctrine of the Heavens.

Chronology, or the Doctrine of Time.

Chymiſtry, including the Uſe of Fire, Water, Baths, Menſtruums, Furnaces, Retorts, *&c.*

Commerce, or the Affairs of Merchandize.

Dialling, including the Furniture, and Projection of Dials, Horizontal, Declining, Reclining, *&c.*

Ethicks, or the Conſideration of Natural Inclinations, Paſſions, Taſtes, *&c.*

Gardening, including the Culture of Herbs, Flowers, Fruits, *&c.*

Geography, including the Doctrines of the Earth or Globe, its Circles, Parallel, Tropick, Horizon, Axis, Poles, *&c.*

Geometry, or the Doctrine of extended or Continuous Quantity.

Hydrology, or Hiſtory of Water.

Hydroſtaticks, or the Conſideration of Fluids.

Law, or the Rules and Meaſures of Society.
Logick, or the Conſideration of Ideas or Notions, whether Simple, Complex, or adequate.
Manage, including the Conſideration of Horſes.
Mechanicks, including the Structure of Machines, &c.
Medicine, including the Conſideration and Preſervatives of Life and Health.
Metaphyſicks, or the Doctrine of Eſſence, Exiſtence, Power, Act, Underſtanding, &c.
Meteorology, or the Hiſtory of Air and Atmoſphere.
Minerology, or the Hiſtory of Earth.
Navigation.
Opticks, including the Laws and Conſideration of Viſion and viſible Objects.
Perſpective, or the Projection of Points, Lines, Planes.
Pharmacy, or the Preparation and Compoſition of Remedies.
Phonicks, or the Doctrine of Sounds.
Phyſicks, or the Doctrine of Cauſes, Nature, Law, &c.
Pneumaticks, or the Conſideration of the Air, its Weight, Denſity, Preſſure, Elaſticity, &c.
Policy, or the Conſideration of Society and Commonweal.
Phytology, or the Hiſtory of Plants.
Rhetorick, or the Art of Perſuaſion.
Theology.
Zoology, or the Hiſtory of Animals.

Theſe, with many Thouſand Rarities will be Weekly communicated (beſides the News) as a Courſe of ancient and modern Learning, and ſo adapted to every one's Capacity that has any Appetite for Wiſdom, that each Perſon who preſerves theſe Papers, will poſſeſs the richeſt Mine of uſeful Knowledge (of the Kind) ever before diſcover'd, except of late in *Europe*; this Self-ſame Deſign being Nobly encourag'd (and carried on) *there*, for ſeveral Years laſt paſt (tho' not in a News-paper,) by no leſs than Seven Dukes, Two Viſcounts, Two Marquiſſes, Eighteen Earls, Twenty Two Lords, ſeveral of whom are of his Majeſty's Privy-Council, Twenty-five Baronets, an Arch-Biſhop, and ſome Hundreds of Knights, Eſquires, Gentlemen, Members of the Royal Society, Phyſicians and Mathematicians, in Conjunction with the Learned and Honourable *James Logan*, Eſq; of *Philadelphia*: And what is ſtill further, highly honour'd and approv'd of by the wiſeſt King that ever ſat on the *Britiſh* Throne, the very Darling of Heaven, King *GEORGE* the Second.

The whole improv'd, refin'd and adapted to every Capacity; the difficult Words being explain'd, and the Terms of Art familiariz'd and made eaſie, It is hop'd therefore that this uſeful Undertaking will meet with due Encouragement *Here* from our Honourable Governour and Council, all Magiſtrates, Common-Council-men, Gentlemen, Clergymen, Merchants and others in this and the Neigbouring Provinces, ſince the whole Deſign is ſo beneficial and unexceptionable, and the Propoſer hereof ſo induſtrious and ſincere to ſerve his Country at ſo cheap a Rate as before-mentioned.

All thoſe who are willing to promote ſo benificent an Undertaking are deſired to ſend in their Names to *Samuel Keimer*, Printer in *Philadelphia*, *Henry Newton* in *New-caſtle*, *William Heurtin*, Goldſmith, in *New-York*, and *Eleazar Philips* Bookſeller, in *Charles-Town*, *New-England*.

Note, All Merchants and Traders may have theſe Propoſals *gratis*, at the Printer's, done on Writing-Paper with a Blank-half Sheet, whereon they may write all their own Buſineſs, and convey the ſame to their Correſpondents without putting them to the Charge of double Poſtage.